

FORECASTS

Parl DM '95 - April/1 Weekly

Basket & Mine Chiller

| PARLIAMENT APRIL DIRECT MAIL | | | | | | | |
|------------------------------|----|---------------|---------------|--------------|--------------|---------------|---------------|
| | | Weekly | Cum | Weekly | Cum | Weekly | Cum |
| | | Mail Receipts | Mail Receipts | Wine Chiller | Wine Chiller | Picnic Basket | Picnic Basket |
| 4/5/95 | 1 | 84 | 84 | 37 | 37 | 71 | 71 |
| 4/12/95 | 2 | 285 | 369 | 126 | 163 | 242 | 313 |
| 4/19/95 | 3 | 334 | 702 | 148 | 311 | 283 | 597 |
| 4/26/95 | 4 | 342 | 1,044 | 151 | 462 | 290 | 887 |
| 5/3/95 | 5 | 268 | 1,312 | 119 | 580 | 228 | 1,115 |
| 5/10/95 | 6 | 270 | 1,582 | 119 | 700 | 229 | 1,344 |
| 5/17/95 | 7 | 290 | 1,872 | 128 | 828 | 246 | 1,590 |
| 5/24/95 | 8 | 251 | 2,123 | 111 | 939 | 214 | 1,804 |
| 5/31/95 | 9 | 230 | 2,353 | 102 | 1,041 | 196 | 2,000 |
| 6/7/95 | 10 | 292 | 2,645 | 129 | 1,170 | 248 | 2,248 |
| 6/14/95 | 11 | 308 | 2,953 | 136 | 1,306 | 261 | 2,509 |
| 6/21/95 | 12 | 297 | 3,250 | 131 | 1,437 | 252 | 2,761 |
| 6/28/95 | 13 | 327 | 3,577 | 145 | 1,582 | 278 | 3,039 |
| 7/5/95 | 14 | 382 | 3,958 | 169 | 1,751 | 324 | 3,363 |
| 7/12/95 | 15 | 526 | 4,485 | 233 | 1,984 | 447 | 3,810 |
| 7/19/95 | 16 | 394 | 4,879 | 174 | 2,158 | 335 | 4,145 |
| 7/26/95 | 17 | 413 | 5,292 | 183 | 2,341 | 351 | 4,496 |
| 8/2/95 | 18 | 396 | 5,688 | 175 | 2,516 | 337 | 4,833 |
| 8/9/95 | 19 | 424 | 6,112 | 187 | 2,703 | 360 | 5,193 |
| 8/16/95 | 20 | 361 | 6,473 | 160 | 2,863 | 306 | 5,499 |
| 8/23/95 | 21 | 405 | 6,877 | 179 | 3,042 | 344 | 5,843 |
| 8/30/95 | 22 | 363 | 7,241 | 161 | 3,202 | 309 | 6,152 |
| 9/6/95 | 23 | 543 | 7,784 | 240 | 3,443 | 461 | 6,613 |
| 9/13/95 | 24 | 546 | 8,330 | 241 | 3,684 | 464 | 7,077 |
| 9/20/95 | 25 | 693 | 9,023 | 307 | 3,991 | 589 | 7,666 |
| 9/27/95 | 26 | 1,469 | 10,492 | 650 | 4,641 | 1,248 | 8,915 |
| 10/4/95 | 27 | 547 | 11,039 | 242 | 4,883 | 465 | 9,379 |

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